



UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office
Address: COMMISSIONER FOR PATENTS
P.O. Box 1450
Alexandria, Virginia 22313-1450
www.uspto.gov

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/839,138	04/23/2001	Masaki Hiraga	1341.1091/JDH	1608
21171	7590	03/02/2006	EXAMINER	
STAAS & HALSEY LLP SUITE 700 1201 NEW YORK AVENUE, N.W. WASHINGTON, DC 20005			NGUYEN, TRI V	
			ART UNIT	PAPER NUMBER
			3622	

DATE MAILED: 03/02/2006

Please find below and/or attached an Office communication concerning this application or proceeding.

REQUIREMENT FOR INFORMATION UNDER 37 C.F.R. 5 1.105

1. Applicant and the assignee (if any) of this application are required under 37 C.F.R. 1.105 to provide the following information that the examiner has determined is reasonably necessary to the examination of this application.

2. The information is required to identify products and services embodying the disclosed subject matter. In the previous Office Action of April 29, 2005, the Examiner requested the following information:

The specification on page 1 cites **Alta Vista** and **Double Click** as prior examples of "auctioning a retrieval keyword" and on page 2 cites **Cyber Agent** and **On the Edge** as prior examples of "acquiring a priority display frame for keywords that advertisers want". The Examiner requests the Applicant supply all known articles, references, and information pertaining to these four cited examples and any similar products and services found in the prior art as both of these features are materially pertinent to the Applicant's claims.

In the response dated June 29, 2005, the Applicant submitted items in Japanese without indicating the relevancy of the items specific to each of the four examples disclosed (the only reference found by the Examiner was on page 6 showing AltaVista and DoubleClick in English). The Applicant is reminded that the supplied information has to be in English and in case of foreign literature, an English translation is to be provided. Furthermore, the Examiner requests that information regarding all four cited examples has to be provided along with annotations as to the relevant and pertinent example.

3. The fee and certification requirements of 37 C.F.R. § 1.97 are waived for those documents submitted in reply to this requirement. This waiver extends only to those documents within the scope of this requirement under 37 C.F.R. § 1.105 that are included in the applicant's first complete communication responding to this requirement. Any supplemental replies

Art Unit: 3622

subsequent to the first communication responding to this requirement and any information disclosures beyond the scope of this requirement under 37 C.F.R. § 1.105 are subject to the fee and certification requirements of C.F.R. § 1.97.

4. In responding to those requirements that require copies of documents, where the document is a bound text or single article over 50 pages, the requirement may be met by providing copies of those pages that provide the particular subject matter indicated in the requirement, or where such subject matter is not indicated, the subject matter found in the applicant's disclosure.
5. The applicant is reminded that the reply to this requirement must be made with candor and good faith under 37 C.F.R. § 1.56. Where the applicant does not have or cannot readily obtain an item of required information, a statement that the item is unknown or cannot be readily obtained will be accepted as a complete response to the requirement for that item.
6. This requirement is subject to the provisions of 37 C.F.R. §§ 1.134, 1.135, and 1.136 and has a shortened statutory period of 2 months. EXTENSIONS OF THIS TIME PERIOD MAY BE GRANTED UNDER 37 C.F.R. 1.136(a).

Conclusion

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Tri V. Nguyen whose telephone number is (571) 272-6965. The examiner can normally be reached on M-F 8:00 AM to 5:30 PM.

Art Unit: 3622

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Eric Stamber can be reached on (571) 272-6724. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

nvt

A handwritten signature in black ink, appearing to read "Eric W. Stamber", with a stylized, cursive script.

ERIC W. STAMBER
SUPERVISORY PATENT EXAMINER
TECHNOLOGY CENTER 3600